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homemakers' chat

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U. S. DEPARTMENT
OF AGRICULTURE

1.9 3 Hh
Wednesday, May 3, 1944.

Subject: "CONSUMER MARKET TIPS." Information from the War Food Administration and War Price and Rationing Board.

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Before you hear the tips on marketing for various foods this month, we have a report to read from overseas. It's from Colonel Paul Howe, Director of the Nutrition Division of the Office of the Surgeon General. Colonel Howe has just returned from a tour of inspection in England, Italy, North Africa, Egypt, Iran, the Persian Gulf, China, India and Burma.

And the report he brought back is this: Those in charge of feeding the Army are doing an excellent job, and the men are well fed. What they like best is good plain cooking---the kind they're accustomed to at home. What they miss, --when they don't get them--are such things as spices, ketchup, baking powder--and gravy for their mashed potatoes.

The men in the Army aren't much interested in talk of calories and vitamins. All they care about is whether they like their chow. They take it for granted that somebody in the kitchen is counting their calories and checking their vitamins. And in the Army---that is always true.

Colonel Howe also reported on the Army's "10-in-1" ration---a day's complete food supply for 10 men. This is used in theaters of operation where there are no field kitchens, or where men are on the move. Food in "10-in-1" ration can be eaten without further cooking, and the dessert---pineapple rice pudding--is very popular with the soldiers.

Well, so much for Army food. Turning to everyday foods at home, two fresh vegetables are on the "abundant" list right now---carrots and beets. The total production of carrots last year was the largest on record, and up to the

middle of May they'll keep coming on the market from Texas, Arizona, and California.

Most of the fresh beets are coming from Texas. Probably we'll see them sold in the stores in bunches. To save containers and space, more and more beets are being sold without tops, in 50-pound sacks. When you see them, remember they're just as fresh and tender as beets with the tops left on---and so are the carrots sold without tops.

OPA adds a word about oatmeal. Retail ceiling prices on oatmeal have gone up a little. The average increase is about 3 cents for a 20-ounce package. The higher ceiling price was allowed to keep the rolled oats rolling---for civilians, for men in the armed forces, and Lend-lease. At that, oatmeal's usually a good buy for a family with a good appetite that likes its cereals in whole grain form with good vitamins and minerals included.

OPA took the ration points off frozen fruits and vegetables in April, and people have been buying them more freely. The frozen products were taking up space in freezer locker plants that was badly needed to store meat supplies. Canned peas have been zero point value for several weeks and are likely to remain down for several more. It's best to get last year's pack used up before the 1944 pack comes in. That explains why certain canned vegetables are now on the zero list.

Civilians supplies of meat are slightly less than a month ago, but so far, point values remain about the same. You can now buy shortening, cooking and salad oils without any points. But you still have to use red points to buy butter and margarine.

You can still get plenty of peanut butter, and jam and jelly. Manufacturers of jam and jelly are getting all the sugar they need.

Here's a suggestion while eggs are on the "up and up" and storage space

is a problem. If everyone in the United States will eat three more eggs a week than usual during the next few weeks, the present abundant supply will be absorbed. An extra egg here and there in a sauce or dessert or hot bread does it. Sponge cake helps, too, if you have the sugar.

If you didn't get started on your Victory Garden the first week in April, you still have time to think about "Growing More in '44." And if you have no garden space, couldn't you do some part-time work on a farm this summer? We need all the food we can get this year. It can't be said too many times that home-raised food takes the pressure off shipped food. In other words, people who eat what they grow themselves or what grows in their immediate neighborhood make it possible to ship commercially grown foods to cities and defense areas where gardens are out of the question.

Speaking of ration points, keep those red and blue tokens moving. Don't hoard them. Use up the tokens you have except for one or two for making change, before you tear out stamps. There is only a limited supply of tokens, and if the storekeeper has none with which to make change, he will have to get more by giving up some of his own ration points. It's a little complicated to explain, but after a dealer uses up his "inventory" or allotted points, he can't get as much food for his store in a given ration period. Then his supplies are short, and customers go short.

Here's a bit of good news for "children's week"---the first week in May. Instead of being about food, it's about shoes. OPA is granting a three-week ration-free period for children's shoes in the lower-priced brackets. These are good serviceable shoes, but parents have overlooked them because many felt that when they had to part with a ration stamp for a child's shoes, they ought to buy the best possible quality. So the higher priced shoes have been taken and the lower priced ones left. Now, beginning May 1, and expiring May 20, you can get children's shoes in sizes 8-1/2 to 12, and little boys' and misses' shoes of sizes 12-1/2 to 3, inclusive, without any ration stamp, if they do not cost more than \$1.60 at retail.

And that concludes our buying tips for today.

